

### **“Energy Tonight” Wins Emmy Award**

COLUMBIA, S.C. – “Energy Tonight,” an energy awareness program produced by Fisher Communications of Columbia for the South Carolina Energy Office (SCEO), has been named the winner of the 2006 Emmy for Outstanding Achievement in Youth Television Programming by the National Academy of Television Arts and Sciences.

The 30-minute program is modeled after “Entertainment Tonight,” the most watched news entertainment show in the world, and targets middle school students. “Energy Tonight” presents students as anchors and reporters in a fun, fast-paced news magazine that provides segments on radioactive waste disposal in our state, how landfill gas is being used to manufacture luxury cars, and follow a family through a home energy makeover.

Partners who made “Energy Tonight” possible include the S.C. Department of Health and Environmental Control Office of Solid Waste Reduction and Recycling, Palmetto Landfill, U.S. Environmental Protection Agency, U.S. Department of Energy and Ameresco.

“The ‘Energy Tonight’ video is just the latest achievement in the long-running success story of the Energy Office’s efforts to instill the ethic of energy conservation and sustainability in hearts and minds of the young people of South Carolina,” said John Clark, director of the South Carolina Energy Office.

“Energy Tonight” marks the second time the SCEO has been involved in an Emmy-award winning production. In 2004, “Earth Today,” produced by Fisher Communications for DHEC’s Office of Solid Waste Reduction and Recycling, won the Emmy in the same category. This production was based on NBC’s “Today” show format, and featured segments on energy conservation, air and water quality, recycling and litter prevention.

“This is quite an achievement for everyone involved,” said Kevin Fisher of Fisher Communications. “I count these programs among the best work our firm has ever done. My experience has been that our best work emerges for our best clients, people who care about what they do and want us to work with them to do something special. All of that has certainly been true with these programs. Thanks for the opportunity to do great work with great people.”

Earth Day is celebrated April 22 of each year. “Energy Tonight” first aired on SCETV stations Earth Day of 2005, and was offered nationwide on PBS stations through a satellite link. The program was rebroadcast November 15, 2005 in recognition of America Recycles Day.

A video copy is available to schools by calling (803) 737-8035.

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